I have been an international business traveler since 1971 and I strongly oppose the full-time use of cell phones on flights as currently operated. Many of us on these flights are using the time to do work-related tasks or trying to get a bit of rest on the flight. The cacophonic use of cell phones would be severely disruptive. Many users tend to shout on cell phones as witnessed after landing under current rules.

Perhaps a good compromise would be to create a cell-phoning area or room on the plane and require usage only in that area.